

REMARKS/ARGUMENTS

Applicant would like to thank the Examiner for the careful consideration given the present application. The application has been carefully reviewed in light of the Office Action, and amended as necessary to more clearly and particularly describe the subject matter that Applicant regards as the invention.

New claims 7-13 have been added by amendment herein. No new matter has been added.

Claims 1-5 were rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 7,184,012 to Kim in view of U.S. Patent No. 6,100,943 to Koide et al. (hereinafter “Koide”). Claims 2-5 have been cancelled. Claim 1 has been amended to better distinguish from the cited references. For the following reasons, the rejection has been rendered moot by the amendment.

Regarding amended claim 1, Kim in view of Koide does not teach, suggest or otherwise render obvious “a first display portion, which is provided at a first face side of the liquid crystal display device; a second display portion, which is provided at a second face side of the liquid crystal display device, the first face side and the second face side being shifted relative to each other *so that the first face side is not overlapped with the second face side,*” and “a light guide plate, which guides illuminating lights from the light emitting element *to irradiate both the first and second face sides of the liquid crystal display device with the lights,*” as required. Kim discloses two displays (200 and 300) that substantially overlap each other (see FIGS. 4 and 5). Koide does not teach a single light guide that irradiates two non-overlapping display portions on different faces, but rather discloses two separate light guides (304A and 304B), each of which guides light to one face of the display unit (301) (see FIG. 16 and column 12, lines 41-46).

Therefore, since every limitation of the claim is not taught, suggested or otherwise rendered obvious by the cited references, claim 1 is patentable over the prior art of record.

In light of the foregoing, it is respectfully submitted that the present application is in condition for allowance and notice to that effect is hereby requested. If it is determined that the application is not in condition for allowance, the Examiner is invited to initiate a telephone interview with the undersigned attorney to expedite prosecution of the present application.

If there are any fees resulting from this communication, please charge same to our Deposit Account No. 16-0820, our Order No. NGB-37325.

Respectfully submitted,
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September 12, 2007